LEICA V-LUX 30

A world waiting to be discovered.

CONTENTS

INTRODUCTION 03

LEICA CAMERA AG 04
Passionate photography.

CAPE TOWN –
THE GAME BEGINS 06

LEICA V-LUX 30 12
Open to new perspectives. 14
Inspired by life. 16
Clever extras. 21

TECHNICAL DATA 22

ACCESSORIES 24

INTRODUCTION

Dear friends of Leica,

In 1925, at the Leipzig Spring Exhibition, we presented the world's first Leica camera. It was the beginning of a success story that has continued to this day. Many different cameras followed that first camera, and millions of people have discovered a love of photography, all thanks to their remarkable qualities. Photography has changed enormously. But one thing never changes: the magic of capturing life's memorable moments.

Today, the Leica V-Lux 30 gives photography enthusiasts the perfect tool for capturing that magic – authentically, spontaneously and in Leica's unmatched, brilliant quality. Thanks to its remarkable versatility, it's ready to grasp any unexpected opportunity. For example, when street trials rider Danny MacAskill effortlessly performs jaw-dropping feats of dexterity and skill on his bicycle. This exceptionally talented young Scotsman sees the world with different eyes, transforming every city into his own personal playground.

Like the biker Danny MacAskill, people who enjoy discovering totally new angles will find the Leica V-Lux 30 the ideal camera for capturing fascinating moments from their own very special points of view. You're invited to make the city your own personal playground – with the Leica V-Lux 30.

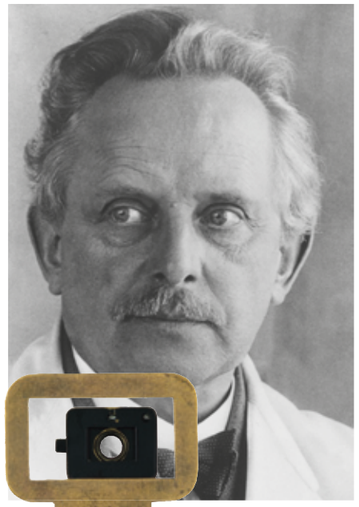
Wishing you happy exploring!

The Leica Camera team.

LEICA CAMERA AG

Passionate photography.

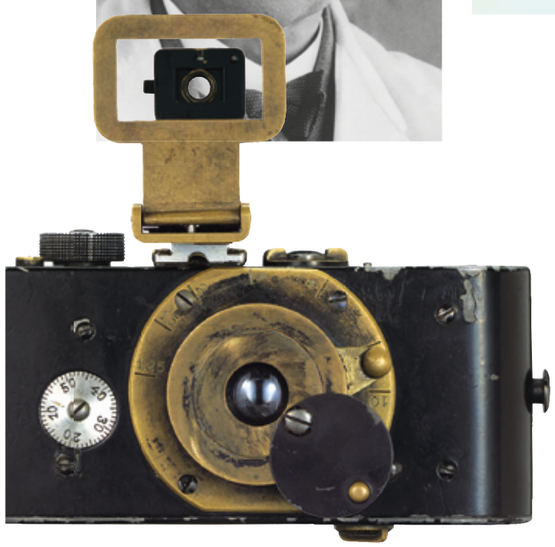
Oskar Barnack (1879–1936), inventor of the first Leica camera.



Advertisement for the Leipzig Spring Exhibition, 1925.

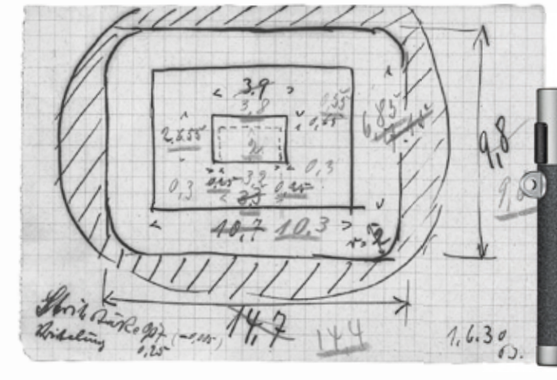
Left: The Leitz Optics building, Wetzlar, Germany.

Below left: The world's most light-sensitive aspherical lens - the LEICA NOCTILUX-M 50 mm f/0.95 ASPH. Below: Leica optical-component quality control.



The original Leica camera, 1913/1914.

Alex Webb, Nicaragua, Puerto Cabezas, 1992.



An original draft by Oskar Barnack.

LEICA S2, the medium-format professional digital camera that sets new standards.

LEICA M9, the most compact digital system camera with a full-frame sensor.

Leica Camera shares something with countless people around the world: a love of, and a passion for, photography. It's the fascination of capturing a moment in time; shaping it, transforming it into something timeless, and experiencing it again and again as a unique photograph. This is what has driven Leica for almost 100 years. We create cameras using the highest quality materials and assemble them meticulously by hand, so that every Leica delivers unwavering reliability and quality over a lifetime. Whether it's used professionally, artistically or simply out of the joy of documenting life, one thing connects all Leica cameras: they all help the photographer to concentrate on the essentials – a great photograph. Each device is a small masterpiece. Leica cameras are compact, ageless, elegant, easy to use and yet uncompromising in their optical, mechanical and technical quality. They are the perfect tools for anyone who understands the fascination of photography and who appreciate a unique photograph.

CAPE TOWN –
THE GAME BEGINS

Sunrise over Cape Town. Street trials rider Danny MacAskill can't wait to explore the city at the foot of Table Mountain.

Danny MacAskill, aged 26, street trials rider.

CAPE TOWN

The game begins.

The sun shines mercilessly in the sky. The wind blows hot, offering no relief at all. The least physical effort is exhausting. For Danny MacAskill, conditions like these are extremely unusual. But the Scotsman can hardly wait to get on his bike and explore one of the most beautiful cities in the world: Cape Town. Not because of its famous sights, such as the Victoria & Alfred Waterfront, Long Street or Robben Island. Not for Cape Town's incomparable vistas of the majestic Table Mountain. Danny's eyes sparkle at the sight of the countless stairways and handrails, the public squares and concrete structures. Even a simple park bench makes him smile. He sees the city with different eyes – those of a street trials pro rider. For him, the city is one enormous playground. Limits and rules don't exist. That's why the sport is called 'trial': try all. True to this motto, street trials riders aim to conquer the most difficult obstacles, riding on their specialised sports cycles – while making it appear completely effortless.

We followed Danny on his journey of discovery through Cape Town, and experienced at first hand the remarkable talent that has won him millions of YouTube fans. His success is also the result of his philosophy: from the very start, the most important thing for Danny was the pure joy of riding. After more than 13 years, he still gets on his bike with unflagging enthusiasm. With his extraordinary abilities, he finds inspiration from his environment, transforming a city into his playground – day after day.

Adrenaline rush at the waterfront. This is Danny's first jump over shipping containers. Success depends on a precise landing: the rear wheel must hit the edge of the container. That's the only way to halt the bike's momentum.

This unfinished motorway overpass serves as pure inspiration for Danny. But facing a drop of 65 feet, even an extreme sports rider needs to carefully check the distances, surface traction and condition of the concrete.

When Danny MacAskill leaps over stairways or rides along house walls, he seems to overcome the laws of physics. It's as if gravity doesn't apply to him. With apparent ease, he moves from obstacle to obstacle: jumping, sliding, bouncing and spinning with the agility of a dancer. And all while riding a 13 kg cycle. This kind of precise artistic performance demands complete mastery of the body. And just as importantly, it demands a sharp eye for detail – the ability to discover thrilling possibilities even in unlikely places. For Danny, a simple kerbstone can be the key to a spectacular series of jumps, spins and somersaults.

The fascinating city of Cape Town captures the imagination of the easy-going Scotsman – he loves the urban environment, but also its proximity to mountains, beaches and forests. It offers countless places for him and his bike to explore. While the street trials professional is searching for his next challenge, he runs through a series of tricks, combining different biking styles in a way that makes his talent so unmistakable and unique. Suddenly, Danny takes off, riding up to the chest-high motorway crash barrier - then springing on top of it. With the Leica V-Lux 30, photography becomes just as playful and spontaneous. It lets you react directly and immediately, so you can be inspired by the world around you, and record that unique moment – authentically and with brilliant image quality. Combining versatility and high performance, the Leica V-Lux 30 is the ideal camera for discovering new perspectives and capturing them, every time.

The deep drop doesn't stop Danny from attempting the spectacular leap over the cut-off motorway, landing on the eight-inch-wide crash barrier on the other side – on the rear wheel, of course.

LEICA **V-LUX 30**

Open to new perspectives.

Full-size view

Full-size view

In 1914, Oskar Barnack developed the world's first popular 35 mm camera, transforming photography into the form we know it today: compact and mobile. Thanks to his genius, photography is now part of everyday life. The Leica V-Lux 30 follows this proud tradition: for anyone who's open to new discoveries, it offers the freedom to explore surprising new perspectives in the urban and natural environment, and to capture them in brilliant quality. Compact, versatile and high-performance, the new Leica V-Lux 30 is ideal for photography on the move. Thanks to its super-wide-angle zoom lens with an enormous focal length of 24 to 384 mm (35 mm equivalent), the Leica V-Lux 30 is remarkably flexible. Its new image sensor creates photographs and full-HD videos in excellent quality. Leica V-Lux 30: a world waiting to be discovered.

1 ENORMOUS FOCAL LENGTH
2 NEW IMAGE SENSOR
3 ENHANCED CAPABILITIES
4 EASY HANDLING
5 TIMELESS DESIGN
6 HIGH-RESOLUTION TOUCH SCREEN
7 VIDEOS IN FULL-HD QUALITY
8 INTEGRATED GPS FUNCTION
9 USER-FRIENDLY SOFTWARE

Discover more at **www.v-lux30.leica-camera.com**

LEICA **V-LUX 30**

Inspired by life.

1

Full-size view

2

The Leica V-Lux 30 is the perfect tool for anyone who sees the world through open eyes, ready to be inspired. With its outstanding performance and versatility, it lets you capture your ideas – spontaneously, authentically and in unmatched quality. Even the subtlest nuance doesn't escape the Leica V-Lux 30, thanks to its continuous-shooting speed of 10 frames per second. Its large, high-resolution touch screen enables you to view, enlarge and flip through your images with ease. The elegant Leica V-Lux 30 sits even more comfortably in your hand than its predecessor, yet it's packed with more innovative features, such as GPS[1] and a 3D photo function – guaranteeing outstanding convenience in a compact format.

1 It is possible that GPS tagging may not function in the People's Republic of China and neighbouring regions. Satellite signal reception may not be possible, depending on the location. In such cases, the positioning data may be recorded inaccurately or not at all.

1 ENORMOUS FOCAL LENGTH

Almost 100 years of experience has turned every Leica lens into a true masterpiece of optical engineering. This also holds true for the Leica DC Vario-Elmar 1:3.3–5.9/4.3–68.8 mm ASPH. of the Leica V-Lux 30 (equivalent to 24–384 mm in 35 mm format). With this newly designed zoom lens, the precision of aspherical lenses has enabled a significant increase in the zoom range compared to the previous model. The new range of focal lengths, from 24 to 384 mm, guarantees still-picture and video capturing with superior imaging performance. The 16× optical-zoom range makes the Leica V-Lux 30 the ideal camera for a range of photographic opportunities, from wide-angle and macro shots to telephoto shots of distant subjects. A newly designed image stabilisation system prevents the effects of camera shake – particularly when capturing telephoto shots and video, and in unfavourable light. The new Leica DC Vario-Elmar is an extremely high-performance lens that delivers pin-sharp images at all focal lengths.

Focal length 24 mm.

Focal length 384 mm.

2 NEW IMAGE SENSOR

The V-Lux 30 features a newly designed, 15.1 megapixel sensor (14.1 MP effective). Its new 1/2.33" CMOS sensor guarantees image quality with unrivalled excellence in the compact camera category. The entire 16× zoom range (35 mm equivalent: 24–384 mm) is available for all selectable image aspect ratios, 4:3, 3:2, 16:9 or 1:1. Set to an aspect ratio of 4:3, it delivers a maximum resolution of 14.1 megapixels for still pictures and 1920 × 1080 pixels for full-HD video. The new sensor enables continuous shooting of fast sequences at full resolution. In addition, the autofocus speed has been increased by 50% compared to the previous model. The Leica V-Lux 30 also delivers outstanding image quality at high ISO settings.

The continuous-shooting function captures ten images per second – in full resolution. The software package included also allows you to edit the series of images with ease.

3 ENHANCED CAPABILITIES

A new continuous-shooting mode and 3D photo capture make the Leica V-Lux 30 even more versatile than its predecessor. Continuous-shooting mode captures an impressive ten images per second at the full resolution of 14.1 MP. In high-speed mode, it captures a fantastic 60 images per second at reduced resolution in all available image formats. This enables the Leica V-Lux 30 to capture even the fastest moving subjects as perfect pictures. Its brand-new 3D mode also guarantees impressive life-like images. In this mode, the camera combines two suitable shots from a sequence in a “stereo image pair” and saves them as a 3D image in MPO format. 3D photos are an entirely new and unique visual experience when viewed on a 3D-compatible monitor.

4 EASY HANDLING

Just like all other Leica cameras, the V-Lux 30 also offers extremely easy handling. Ergonomically positioned and clearly laid out controls ensure intuitive camera handling. New: for even easier and faster operation of the movie function, the video start button is now located next to the shutter release button on the top of the camera. The Leica V-Lux 30 makes handling even easier for less experienced photographers, with a number of automatic features such as face recognition, AF tracking, and so on. For the more experienced photographer, manual setting options for shutter speeds and apertures provide even greater creative freedom. The selector dial on the top of the camera allows quick and easy selection of different settings. Touch screen control options further enhance the user-friendly handling of the Leica V-Lux 30.

High above the rooftops of Cape Town, Danny is inspired by a simple handrail to make a jaw-dropping jump.

5 TIMELESS DESIGN

The elegant looks of the Leica V-Lux 30 are further enhanced by its classic black finish. The refined and timeless look of the camera is complemented by the chrome controls. Ergonomically designed, and even more compact than its predecessor, the camera fits perfectly into any photographer’s hand. The matt finish of its metal body is pleasing to the touch and makes photography with the Leica V-Lux 30 perfect in ergonomic terms, too. This compact, light and elegant camera is the perfect companion for every occasion.

6 HIGH-RESOLUTION TOUCH SCREEN

The new LCD touch screen display of the Leica V-Lux 30 offers the ultimate in convenient handling. In addition to the familiar button menu, many features can now be controlled simply by touching the screen with a fingertip. The touch screen panel also lets users leaf through captured images in playback mode and enlarge them with just a light tap of a finger. At the same time, the 460,000-pixel resolution and automatic brightness control of the large LCD touch screen (3"/7.5 cm diagonal) guarantee generously sized and highly detailed image playback.

His passion for cakes is almost as great as that for his bike. It's no surprise that Danny can't resist a visit to the famous Charly's Bakery.

7 VIDEOS IN FULL-HD QUALITY

The video recording mode of the Leica V-Lux 30 offers an exciting range of features usually found only in high-end digital camcorders. Without a doubt, one of the particular highlights is its space-saving recording format. This format records videos in 1920 × 1080i AVCHD full-HD including GPS data and, in contrast to the usual M-JPEG format, uses about 50% less memory – with identical brilliant image quality.

Even more intuitive handling: video capture can be started quickly and easily by pressing a button on the top of the camera. The full 16× zoom range and the most important automatic features, such as face recognition, automatic scene modes and intelligent auto-exposure mode, are all available during filming. Audio quality is also exceptional, with an integrated wind noise filter reducing undesirable noise and guaranteeing crystal-clear sound. Furthermore, the Leica V-Lux 30 also features an option for shooting still pictures and video at the same time. Leica V-Lux 30 – the perfect choice for photographers who love travelling.

LEICA **V-LUX 30**

Clever extras.

8 INTEGRATED GPS FUNCTION

In addition to its versatility and compact size, an integrated GPS module also makes the Leica V-Lux 30 the ideal travel companion. Thanks to this innovative feature, the camera records the geographical coordinates of the location and the local time of every picture taken, and stores this information in the EXIF data of the image files.[1] In conjunction with social networks, image portals[2] or map services, such as Google Maps and Google Earth, these pictures can be sorted according to time and location and displayed in online slide shows, or shown on maps at the exact location they were taken. In addition, the GPS function displays sightseeing highlights and interesting places to visit in the immediate vicinity. The Leica V-Lux 30 now features one million "Points of Interest" – twice the number included with its predecessor.

© 2010 NAVTEQ (all rights reserved); POIs (Points of Interest) by Zenrin Co. Ltd.; "Powered by Zenrin" is a registered trademark of Zenrin Co. Ltd., © 2010 Zenrin Co. Ltd., all rights reserved. **1** It is possible that GPS tagging may not function in the People's Republic of China and neighbouring regions. Satellite signal reception may not be possible, depending on the location. In such cases, the positioning data may be recorded inaccurately or not at all. **2** For example flickr, Panoramio, locr and similar (range of uses is provider-dependent).

9 USER-FRIENDLY SOFTWARE

Every Leica V-Lux 30 purchased includes two powerful, user-friendly software packages from Adobe® for fast, intuitive and efficient processing, plus management and presentation of still images and video files. Adobe® Photoshop® Elements 9 offers numerous features for enhancing images and makes archiving and management even easier. In addition to these convenient features, the software also offers a wide range of functions for post-processing and creative manipulation of captured images. The best and easiest way to make incomparable pictures for printing, online galleries and mobile devices. The second software package, Adobe® Premiere® Elements 9, enables professional editing of video recordings with a range of features from importing and organising video clips, manual and automatic processing of raw data to the addition of visual and audio effects, titles or the creation of animated menus. It only takes a few simple clicks to prepare finished videos for burning to DVD, viewing online or presentation in other media.

LEICA **V-LUX 30**

Technical data.

Product	**Leica V-Lux 30**
Order no.	18162 (E version), 18163 (U version), 18164 (TK version).
Lens	Leica DC Vario-Elmar 4.3–68.8 mm f/3.3–5.9 ASPH. (corresponds to 24–384 mm, 35 mm equivalent focal lengths), 12 elements 10 groups; aspherical lenses: 6 surfaces in 3 elements.
Optical image stabilisation	Yes.
Zoom	
Optical/digital	16 x/4 x.
Focusing	
Modes	Normal/macro, continuous focusing (on/off).
Metering modes	Face Detection, AF tracking, multi points, 1 point, Spot, Touch field.
Focusing range	
P/A/S/M	50 cm (wide-angle)/2 m (tele) – ∞.
Macro/intelligent/ auto/movie	3 cm (wide-angle)/1 m (tele) – ∞.
Sensor	1/2.33" CMOS with 15.1 MP (effective 14.1 MP).
Resolution/recording file format	
Still pictures	16:9 format: 4320 x 2432 pixels, 3648 x 2056 pixels, 3072 x 1728 pixels, 2560 x 1440 pixels, 1920 x 1080 pixels, 640 x 360 pixels. 3:2 format: 4320 x 2880 pixels, 3648 x 2432 pixels, 3072 x 2048 pixels, 2560 x 1712 pixels, 2048 x 1360 pixels, 640 x 424 pixels. 4:3 format: 4320 x 3240 pixels, 3648 x 2736 pixels, 3072 x 2304 pixels, 2560 x 1920 pixels, 2048 x 1536 pixels, 640 x 480 pixels. 1:1 format: 3232 x 3232 pixels, 2736 x 2736 pixels, 2304 x 2304 pixels, 1920 x 1920 pixels, 1536 x 1536 pixels, 480 x 480 pixels.
Movies	16:9 format AVCHD: 1080i: 1920 x 1080 pixels (max. 60 min. per clip), 720p: 1280 x 720 pixels (max. 60 min. per clip). Motion JPEG: 16:9 format: 1280 x 720 pixels (max. 30 min. per clip), 4:3 format: 640 x 480 pixels, 320 x 240 pixels (max. 30 min. per clip).
3D photo function	16:9 format: 1920 x 1080 (MPO format).
Exposure control	
Exposure modes	Program mode (P), Aperture priority (A), Shutter speed priority (S), Manual setting (M).
Exposure compensation	Increments: 1/3 EV steps, setting range: ±2 EV.
Scene modes	Portrait, Soft Skin, Transform, Self-Portrait, Scenery, Panorama Assist, Sports, Night Portrait, Night Scenery, Handheld Night Shot, Food, Party, Candlelight, Baby 1, Baby 2, Pet, Sunset, High Sensivity, High-Speed Burst, Flash Burst, Starry Sky, Fireworks, Beach, Snow, Aerial Photo, Pin Hole, Film Grain, Photo Frame, High-Speed Movie.
Metering modes	Multi-field, Centre-weighted, Spot.
White balance	Auto, Daylight, Cloudy, Shade, Halogen, Manual setting.
Sensitivity	Auto/i.ISO 100, 200, 400, 800, 1600.
Shutter speeds	60 s–1/4000 s (Starry Sky mode: 15 s, 30 s, 60 s).
Continuous shooting mode	Burst frequency: max. number of pictures/max. resolution 2 p/s: 100/14 MP, 5 p/s: 100/14 MP, 10 p/s: 15/14 MP, 40 p/s: 50/5 MP, 60 p/s: 60/3.5 MP.
Flash	
Modes	Auto, Auto with pre-flash (to reduce red-eye effect), Auto with slower shutter speeds and pre-flash, On, Off.
Range	60 cm–5.0 m (W/ISO Auto), 1.0–2.8 m (Tele/ISO Auto).
Self-timer	2/10 s delay.
Monitor	3.0" TFT LCD, approx. 460,800 pixels, Touch screen functionality.
Microphone/speaker	Stereo/mono.
Recording media	
Internal memory	Approx. 18 MB.
Memory cards	SD: 8 MB–2 GB, SDHC: 4 GB–32 GB, SDXC: 48 GB–64 GB.
Interfaces	
HDMI	Mini-HDMI cable (type C).
AV OUT/DIGITAL	Digital: USB 2.0 (High-Speed).
Dedicated jack (8-pin)	Analogue video/audio: NTSC/PAL Composite (switchable in menu), Audio-line out (mono).
GPS	Geodetic Data System: WGS84.
Database	1 million Points of Interest.
Operating temperature/ humidity	0–40 °C (32–104 °F)/10–80%.
Battery (lithium-ion)	BP-DC 7.
Voltage/capacity	3.6 V/895 mAh (260 pictures according to CIPA standards).
Dimensions (W x H x D)	104.9 x 57.6 x 33.4 mm.
Weight	219 g with memory card and battery.
PictBridge	Yes.
Scope of delivery	Camera, battery charger (Leica BC-DC 7), lithium-ion battery (Leica BP-DC 7), carrying strap, AV cable, USB cable, Software DVDs, CD with full instructions (PDF), printed short instruction manuals, touch pen.
Software	Adobe® Photoshop® Elements 9, Adobe® Premiere® Elements 9.

LEICA **V-LUX 30**

Accessories.

Leather Carry Case

Order no. 18751

The case is made of finest calfskin and offers optimum protection for the camera during transport.

Soft Leather Case

Order no. 18714

The premium-quality, soft leather case offers an alternative elegant solution to protecting the Leica V-Lux 30 when travelling.

Mini HDMI Cable

Order no. 14491

BP-DC 7 Replacement Battery

Order no. 18701

Camp Bay is renowned for its huge rock formations, and the prospect of riding them makes Danny's heart leap – while making those of his spellbound audience practically stand still.

The end of an exciting day. Just for the fun of it, Danny jumps into the air one more time, swinging his bike 360° around the handlebar stem, and landing with a laugh – as if a tailwhip was the easiest thing in the world.

A trademark of the Leica Camera Group
“Leica” and product names = ® registered trademarks
© 2011 Leica Camera AG
HDMI, the HDMI logo, and “High-Definition Multimedia Interface”
are brands or registered trademarks of HDMI Licensing LLC.
We reserve the right to make changes in the construction, features
and ranges without advance notice.
Concept and design: argonauten G2, Frankfurt am Main
Product photography: Alexander Göhr
Editorial photography: Maik Scharfscheer
Brochure order no.:
German 91586 | English (US) 91587 | English (UK) 91599 | French 91588, (05/2011)
Leica Camera AG | Oskar-Barnack-Strasse 11 | 35606 SOLMS | GERMANY
Phone +49 (0)6442 2080 | Fax +49 (0)6442 208 333 | www.leica-camera.com

Leica Camera AG | Oskar-Barnack-Strasse 11 | 35606 SOLMS | GERMANY
Phone +49 (0)6442 2080 | Fax +49 (0)6442 208 333 | www.leica-camera.com